

Jordan, Sheron

From: _Regulatory Comments
Sent: Wednesday, August 09, 2006 8:28 AM
To: Jordan, Sheron
Subject: FW: Stephen Diercks Comments on Proposed Rule Part 740

From: Stephen Diercks [mailto:stephend@c1stcreditunion.com]
Sent: Tuesday, August 08, 2006 12:28 PM
To: _Regulatory Comments
Subject: Stephen Diercks Comments on Proposed Rule Part 740

I believe the NCUA needs to adopt a logo similar to the "Member FDIC" logo. Perhaps an "Insured by NCUA", this would future proof the logo and make it easier to incorporate it in print advertisements. The current logo has to be quite big in order to read the text on it. Recently, I started using the Official Advertising Statement only, the "This credit union is federally insured by the National Credit Union Administration". It doesn't appear that the Statement will change with the new logo change, is that true? Also, am I correct in interpreting Part 740.5 (b), that we can use the official advertising statement without the logo? If the logo does change and we're required to change everything, we would need 1 year to deplete or current marketing inventory, 60 days is not enough time. Please respond. Thanks.

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